

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:6295
ANSWERED ON:12.04.2017
Programmes on Tobacco Use
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether it is a fact that 22 percent of TV programmes depict tobacco use and if so, the details thereof and the reasons therefor;
- (b) whether a study also found the implementation of the rules on TV to be very lenient and if so, the details thereof and the reasons therefor; and
- (c) the corrective steps taken/being taken in this regard?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING [COL RAJYAVARDHAN RATHORE (Retd.)]

(a) to (c): Ministry of Health and Family Welfare has informed that as per the Highlights of the Report of the Study titled "Evaluation of Tobacco Free Film and Television Policy in India", done on television content over a five-week period, from 20th November to 30th December 2015, conducted by Vital Strategies with support from WHO Country Office for India under the guidance of Ministry of Health & Family Welfare, Government of India, 22% of television programmes depicted tobacco use and overall implementation of the Film Rule under Cigarette and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003 (COTPA) on television was very low.

In this regard, Indian Broadcasting Foundation (IBF), a self regulatory body of Non-news & Entertainment TV Channels of the broadcasting industry has issued an advisory to all its member channels to ensure complete compliance and adherence to various provisions of COTPA and other legal and statutory provisions. Also, "Theme 4: Drugs, Smoking, Tobacco, Solvents & Alcohol" of IBF's Self Regulatory Guidelines prohibits justification and promotion of use of such products. They have stated that their members are complying with the above provisions.
